

PROGRAMME STRUCTURE

MSc Marketing

2026-2027

(Click on the course unit title for the course unit description)

Semester 1		
Four core course units:		
CODE	TITLE	CREDIT RATING
BMAN74011	Marketing Strategy and Competitive Advantage	15
BMAN74921	Customer Behaviour and Insights	15
BMAN74771	Research and Analysis in Marketing	15
BMAN74781	Marketing in a Digital World	15
Semester 2		
Four electives from:		
CODE	TITLE	CREDIT RATING
BMAN75502	Branding and Marketing Communications	15
BMAN70152	Business to Business Marketing	15
BMAN70172	Retail Marketing	15
BMAN70252	Services Marketing: Sustainable Customer Experience Management	15
BMAN70402	International Marketing	15
BMAN74042	Marketing Analytics	15
BMAN74792	Responsible Marketing and Ethics	15
BMAN71702	Digital Business	15
Or alternatively, one 15 credit course unit offered by other MSc programmes within Alliance Manchester Business School.		
Either		
MSc Dissertation (60 credits):		
BMAN72270 MSc Marketing Dissertation		
Or		
Group Business Project (60 credits):		
BMAN73890 MSc Marketing Business Consultancy Project		

Specialisms as an exit award on MSc Marketing

Students will be able to indicate if they want to opt for the MSc in Marketing or the MSc in Marketing (Specialism). If the student changes their mind and wishes to change to another Specialism, change from the MSc in Marketing to a Specialism, or revert to the MSc in Marketing from a Specialism, they will be permitted to do so provided that the course credits which they have taken fulfil the requirements for the chosen route.

It will be the student's responsibility to ensure that the choice of options conforms to the requirements of the Specialism that they wish to register for.

If a student does not meet the requirements for a Specialism they will not be able to graduate with a specialist degree.

Eligibility for Specialisms is outlined below:

Specialism	Core Courses
MSc Marketing (Retail)	BMAN 70712 Retail Marketing
	Dissertation or Group Project (individual report) in the Retailing area
MSc Marketing (International)	BMAN 70402 International Marketing
	Dissertation or Group Project (individual report) in the International Marketing area
MSc Marketing (Services)	BMAN 70252 Services Marketing
	Dissertation or Group Project (individual report) in the Services area
MSc Marketing (Corporate Social Responsibility)	BMAN74792 Marketing in Society
	Dissertation or Group Project (individual report) in the CSR area
MSc Marketing (Business-to-Business)	BMAN 70152 Business-to-Business Marketing
	Dissertation or Group Project (individual report) in the Business-to-Business area